

TIME: 7:29 PM  
DATE: THURSDAY, SEPTEMBER 24, 1953  
SPONSOR: PIERCE'S PAINT & ART STORE  
TIME: 7:59 EDITOR: P.M. CHERNICK

DATE: MARCH 24, 1954

SPONSOR: MARGARET NELSON

SOLICITOR: S.S.M.  
You need many special types of PAPER for lots  
of your classes. You can always find them at  
PIERCE'S PAINT & ART STORE. They have every type

DO'NT LET THEM GET YOU DOWN. DO'NT LET THE SUNSHINE ADDICTS STEAL  
YOUR LIMELIGHT. JUST BECAUSE YOU ~~ARENT~~ <sup>HAVEN'T GONE</sup> HEADING TO BERMUDA OR PALM  
BEACH IS NO REASON TO FEEL SLIGHTED OR UNATTRACTIVE. MARGARET NELSON  
WILL GIVE YOU JUST AS MUCH PERSONAL ATTENTION AND CARE IN PICKING  
OUT YOUR WARDROBE FOR EAST PODUNK AS THE SUNNY SOUTH. HER SHOP AT  
10 GREEN STREET IS STOCKED FULL OF MODERATELY PRICED LINEN AND  
FLANNEL BERMUDA SHORTS IN BRIGHT SUNNY COLORS AND TRADITIONAL OXFORD  
GREY ~~AN~~ FLANNEL AND TARTAN PLAIDS. AND FOR THAT PERFECT OUTFIT THERE  
ARE SOFT SHETLAND SWEATERS IN ALL COLORS RANGING ~~AN~~ FROM BLUE AND  
ROSE TO GREEN AND PALE YELLOW. AFTER ALL MOST TOURISTS ~~BELOW~~ THE MASON-  
DIXON LINE ARE EITHER NEWLY WEDS OR NEARLY DEAD. SO BE SMART, CHIC,  
AND POISED IN THE SOPHISTICATED NORTH WITH YOUR MARGARET NELSON  
CLOTHES.

You are tuned to 600, the Voice of Smith College, WCSR, NORTHAMPTON.  
YOU ARE TUNED TO 600, W.C.S.R., THE VOICE OF SMITH COLLEGE, NORTHAMPTON.  
THE CORRECT TIME IS NOW 10:00.

ANNOUNCERS SIGN: Keliher 4-19

Gowen 4-28

Gowen 5-5

Thompson 5-7 (as a FILL IN)

ANNOUNCER'S SIGNATURE

TIME: 8:25

DATE: MARCH 27, 1927

SPONSOR: MARGARET MURSON

SOLICITOR: S. S. M.

DO NOT LET THEM OUT YOU DOWN, DO NOT LET THE SUNSHINE ADDICTS START  
YOUR LUMINESCENCE, JUST BECAUSE YOU ARE UNWORTHY OR FATE  
BECAUSE THERE IS NO REASON TO LEAVE SIGHT OF THE UNATTAINABLE, MARGARET MURSON  
WILL GIVE YOU JUST AS MUCH PERSONAL ATTENTION AND CARE IN FOLLOWING  
OUT YOUR WARDROBES FOR THIS FESTIVE DOWNTOWN, HER SHOP AT  
10 GREEN STREET IS STOCKED FULL OF ADOBE'S OF FANCY LINEN AND  
LAVENDER SCENTED SHEETS IN BEAUTIFUL TRADITIONAL DESIGNS  
ARE SOFT SHELLING SWEATERS IN VIVID COLOURS RANGING FROM BROWN AND  
ROSE TO GREEN AND FAIR YELLOWS, ALTHOUGH MOST TOURISTS PREFER THE MASON  
DIXON LINE, ARE SISTER MARY'S MADE OR NERVERY DRESSES, SO BE SMART, CHIC  
AND FANCY IN THE SOPHISTICATED NORTH WITH YOUR MARGARET MURSON  
CLOTHES

YOU ARE JUNIOR TO 600, M.G.C.R., THE ADOCS OF MUTH COLLEGE, NORTHAMPTON,  
THE CORRECT TIME IS NOW 10:30.

ANNOUNCEMENT SIGN: F. P. - F. C. - F. C. - F. C.

SEARCH 4-78

SEARCH 2-2

SEARCH E-1 (one week)